

What is coaching?

Coaching is a professional, result-orientated dialogue about selected issues, be they personal or work-related. It aims to generate and **expand success** and **personal growth**, producing **exponential breakthrough** results through a **creative process of insight and action**.

Coaching is the art of conducting any human interaction in such a way that all parties are left empowered, uplifted and more enlightened. Coaching is a way of relating to our beloved ones, our friends, the people we work with, strangers, everybody. *Coaching unfolds from a genuine commitment to the other person's greatness.*

Coaching is not only a profession – it is a way of life.

Coaching is the most successful method known today to get what you want out of life – however big and outrageous your dreams may be. The popularity of coaching is exploding worldwide as thousands of clients' lives have been immeasurably enriched by the experience of working with a professional life coach or a business coach.

Coaches have been featured as catalysts for good in hundreds of press articles and television and radio shows, ranging from The New York Times and Fortune magazine to Oprah.

Coaches bridge the gap between dreams and their realisation, and support clients in making significant personal and professional transitions.

A coach can help you make the shift from merely supporting a lifestyle to designing a life – and living it! The single goal of a life coach or business coach is to be of service to those who are ready and willing to realise their full potential. A coach enables others to:

- **identify outcomes;**
- embark on a personal journey of **learning and experience;**
- **create balance in life;**
- stop doing what does not work and start doing what works
- develop **awareness** of body, mind, spirit;
- **focus on strengths** to create shifts that propel your life in the direction you choose

Coaching is not therapy.

Therapy may focus on confronting, diagnosing, exposing, intervening in and adjusting issues such as trauma, disorders, symptoms, pathologies, patterns and negative behaviours.

Coaching is a potent and professional partnership that empowers people to take control of their lives and transcend their issues as a creative process and to achieve fulfilment and personal freedom.

A coach helps a client to focus, prioritise, be proactive, clarify, brainstorm and achieve.

Coaching focuses on outcomes, and emphasises the need for balance and purpose.

Consciousness Coaches® are encouraged to develop a network of other professionals such as counselors, therapists and healers in case they find that a client would benefit more from an alternative to coaching.